

Therefore, Applicants request a favorable reconsideration and respectfully request that the Examiner remove this objection.

Additionally, the Examiner suggested that blank pages 7 and 18 should be removed. Therefore, please remove the blank pages 7 and 8 to correct the informality.

36- Moreover, the Examiner suggested that on page 5, line 4, the second instance of "image" should be deleted. Therefore, please replace the paragraph on page 5, lines 3-6, with the following paragraph to correct the suggested informality. No new matter has been added in this proposed correction.

A1  
Accordingly, it is an object of the present invention to provide a method and apparatus which accurately measures the number of times a banner image (or other image) is viewed by a network user, and which identifies the unique images viewed by each particular on-line user.

Furthermore, the Examiner suggested that on page 19, line 6, after "the", "an" should be deleted. Therefore, please replace the paragraph on page 19, lines 3-9, with the following paragraph to correct the suggested informality. No new matter has been added in this proposed correction.

A2  
The components of Figure 3B are best understood by referring to the system's data collection process illustrated in the flowchart shown in Figure 4. In operation, a panel member first selects a URL using any of a number of conventional browsing methods, such as selecting a hyperlink or directly typing the URL into the Internet browser 305 (Block 401). The proxy server 306 intercepts the URL request (Block 402) and passes the URL request onto the Internet 210, where the request is served in the conventional manner (Block 403).

### REMARKS

#### 1. Rejections Under Section 102(e)